

LCD HDTV

32LD350

32" CLASS

31.5" diagonal

#### HIGHLIGHTS

High Definition Resolution  
70,000:1 Dynamic Contrast Ratio  
Picture Wizard



#### FEATURES

- High Definition Resolution
- 70,000:1 Dynamic Contrast Ratio
- Picture Wizard II  
(Easy Picture Calibration)
- Smart Energy Saving
- AV Mode  
(Cinema, Sports, Game)
- Clear Voice II
- ISFccc® Ready
- 24P Real Cinema
- 2 HDMI™ 1.3 Inputs
- SIMPLINK™ Connectivity
- Dolby® Digital 5.1 Decoder
- Infinite Sound



### Is it a TV? Or something better?

You know it's time to start enjoying high definition and the LD350 is an easy way to get into it. This is a beautiful LCD with all of the innovations that make LG TVs a better viewing experience.



See and experience more. Pictures are sharper. Colors are more vibrant. Entertainment is more real. Everything looks better on an HDTV.



Get easy self-calibration with on-screen reference points for key picture quality elements such as black level, color, tint, sharpness and backlight levels. Take the guesswork out of picture adjustments with this simple-to-use feature.



Wise and not wasteful. With our Smart Energy Saving Features, you can conserve money and energy.



# LCD HDTV

# 32LD350



## PANEL SPECIFICATION

|                        |                            |
|------------------------|----------------------------|
| Screen Size            | 32" Class (31.5" diagonal) |
| Resolution             | 1366 x 768p                |
| Brightness (cd/m²)     | TBD                        |
| Dynamic Contrast Ratio | 70,000:1                   |
| Viewing Angle          | 178°/178°                  |
| Response Time (GTG)    | 4ms                        |
| Life Span (Typical)    | 60,000 hrs                 |

## VIDEO

|                                    |                     |
|------------------------------------|---------------------|
| Built-In Tuner                     | ATSC/NTSC/Clear QAM |
| XD® Engine                         | •                   |
| Aspect Ratio                       | 16:9                |
| Aspect Ratio Correction            | 6 Modes             |
| Just Scan (1:1 Pixel Matching)     |                     |
| HDMI™                              | 1080p/1080i/720p    |
| Component                          | 1080p/1080i/720p    |
| RF                                 | 1080i/720p          |
| Color Temperature Control          | 3 Modes             |
| 24p Real Cinema (5:5/2:2 Pulldown) | •                   |
| 3:2 Pulldown                       | •                   |
| Picture Reset                      | •                   |
| AV Mode                            | •                   |
| Picture Mode                       | 7 Modes             |
| ISFccc® Ready                      | •                   |
| x.v.Color™                         | •                   |
| DTV Signal Strength Indicator      | •                   |

## AUDIO

|                                      |                  |
|--------------------------------------|------------------|
| Mono/Stereo/Dual (MTS/SAP)           | •                |
| Audio Output Power (Watts - THD 10%) | 14W (7W x 2)     |
| Speaker System Details               | 1 Way 2 Speakers |
| Dolby® Digital Decoder               | •                |
| Surround System                      | Infinite Sound   |
| Bass/Treble/Balance Controls         | •                |
| Clear Voice II                       | •                |
| Auto Volume Leveler II               | •                |
| EZ Sound Mode                        | 5 Modes          |

## SPECIAL FEATURES

|                           |             |
|---------------------------|-------------|
| Picture Wizard II         | •           |
| Backlight Control         | •           |
| Smart Energy Saving       | •           |
| 1080p Source Input        |             |
| HDMI™                     | 60p/30p/24p |
| Component                 | 60p/30p/24p |
| RGB                       | 60p (WXGA)  |
| A/V Input Navigation      | •           |
| Input Labeling            | •           |
| Quick View (Flashback)    | •           |
| Parental Control w/V-Chip | •           |
| Key Lock                  | •           |
| Closed Caption            | •           |
| SIMPLINK™ (HDMI CEC)      | •           |

## CONVENIENCE FEATURES

|                                                |                                   |
|------------------------------------------------|-----------------------------------|
| Language                                       | 4 (English/Spanish/French/Korean) |
| Auto Tuning/Programming                        | •                                 |
| Channel Add/Delete                             | •                                 |
| Favorite Channel Programming                   | •                                 |
| Auto/Manual Clock                              | •                                 |
| On/Off Timer                                   | •                                 |
| Sleep Timer                                    | •                                 |
| Auto Off/Auto Sleep (When no video is present) | •                                 |

## AUDIO/VIDEO INPUTS/OUTPUTS

|                                        |                   |
|----------------------------------------|-------------------|
| RF In (Antenna/Cable)                  | 1 (rear)          |
| AV In                                  | 1 (rear) 1 (side) |
| Component Video In (Y, Pb, Pr) + Audio | 1 (rear)          |
| Digital Audio Out (Optical)            | 1 (rear)          |
| HDMI™ 1.3/ HDCP Input                  | 1 (rear) 1 (side) |
| RGB In (D-Sub 15pin) - PC              | 1 (rear)          |
| PC Audio Input                         | 1 (rear)          |
| RS-232c In (Control/Service)           | 1 (rear)          |
| USB 2.0 (JPEG)                         | 1 (side)          |
| Headphone Out                          | 1 (side)          |

## CABINET/ACCESSORIES

|                        |                          |
|------------------------|--------------------------|
| Cabinet Color          | Glossy Black/Noble Titan |
| Swivel Stand (Degrees) | +20°/-20°                |
| VESA® Compliant (WxH)  | • (200mm x 100mm)        |
| Remote Control         | 1 (Unified)              |

## POWER

|                   |                      |
|-------------------|----------------------|
| Voltage, Hz       | 100V ~ 240V, 50/60Hz |
| On Mode (Average) | 110W                 |
| Standby Mode      | <0.1W                |

## DIMENSIONS & WEIGHT

|                             |                      |
|-----------------------------|----------------------|
| TV Without Stand (WxHxD)    | 31.5" x 20.0" x 2.9" |
| TV With Stand (WxHxD)       | 31.5" x 22.2" x 8.1" |
| Shipping Dimensions (WxHxD) | 38.0" x 23.6" x 7.5" |
| TV Without Stand Weight     | 18.1 lbs             |
| TV With Stand Weight        | 20.3 lbs             |
| Shipping Weight             | 26.4 lbs             |

## WARRANTY/UPC

|                  |                      |
|------------------|----------------------|
| Limited Warranty | 1 Year Parts & Labor |
| UPC              | 719192177321         |

## REMOTE/INPUT/OUTPUTS (REAR/SIDE)

**LGusa.com**

**LG Electronics U.S.A., Inc.**

1000 Sylvan Avenue Englewood Cliffs, NJ 07632

Customer Service and Technical Support: (800) 243-0000

Design, features and specifications are subject to change without notice. Non-metric weights and measurements are approximate.

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